

IBM ECM Product Strategy & Roadmap

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Content in Motion = Value, Content at Rest = Cost

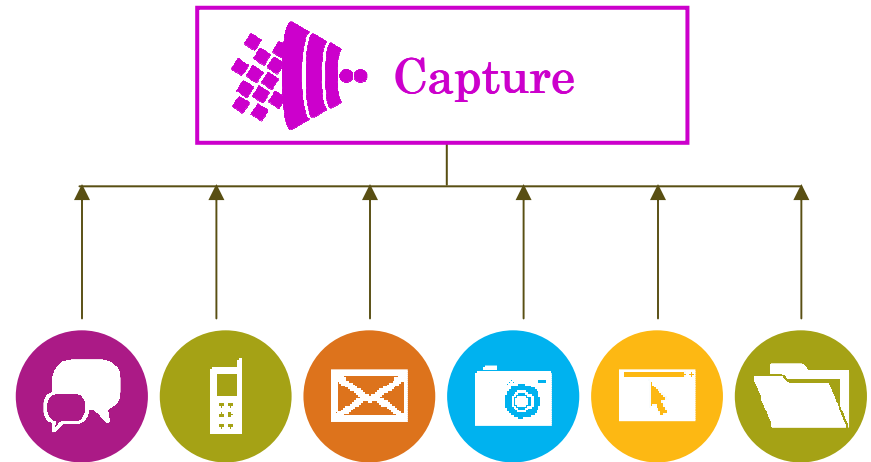


Capture content anywhere it exists

Single integrated platform for intelligent imaging

- Ensure the right information is captured, activated and accessible while unnecessary data is promptly disposed
- Leverage the volume, velocity and variety of internal and external information in context for new, deeper insights
- Eliminate printing and deliver fast access to statements and reports online to millions of users

Only IBM offers an **enterprise-class capture and imaging platform** as part of a comprehensive enterprise content management foundation



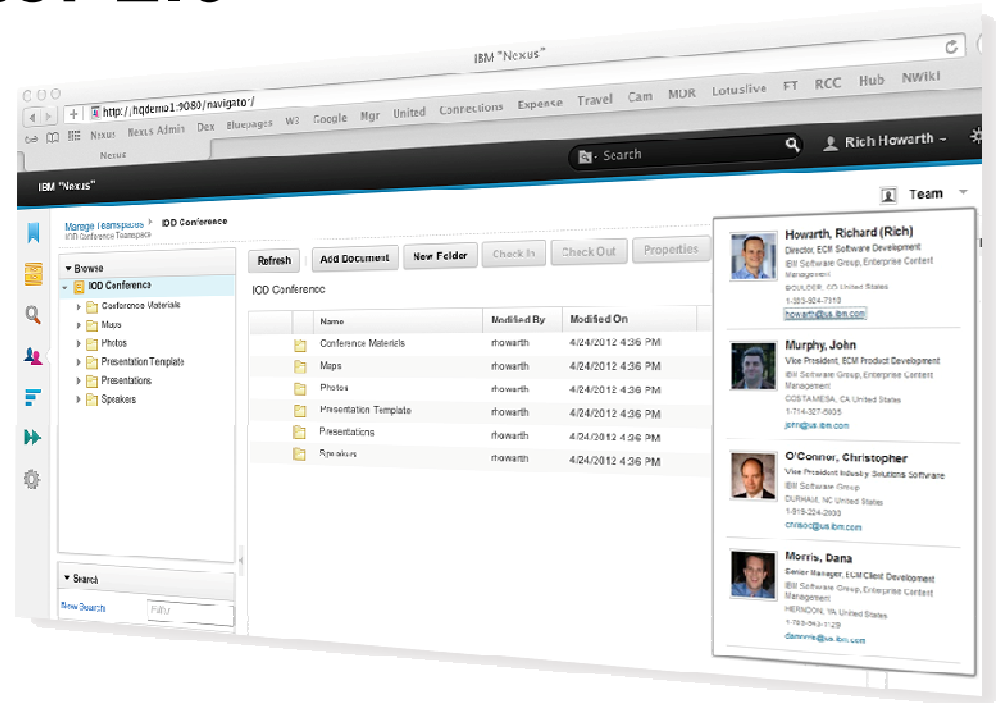
Fully exploit all sources of data and content for insight

IBM Content Navigator 2.0

Coming Soon!

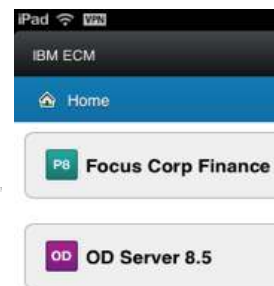
Delivering:

- Federated access to multiple content sources:
Web & Mobile for: P8, CM8, CMOD
- Self-provisioned Document Team Spaces
- OOTB Enterprise Search/Facets via ICA
- Open Standards Support
 - HTML 5
 - CMIS as tech preview
- Visual Component Toolkit via
 - Extend Navigator OOTB UI
 - Build & integrate with custom UIs
- Web Administration:
 - User Experience Configuration
 - Optimize Desktop for Business Roles



- Mobile Content Mgmt.:
 - Browse, Sort, Search/Template
 - View Properties & Native File Types
 - Add or Capture via library/camera

Navigator for iOS

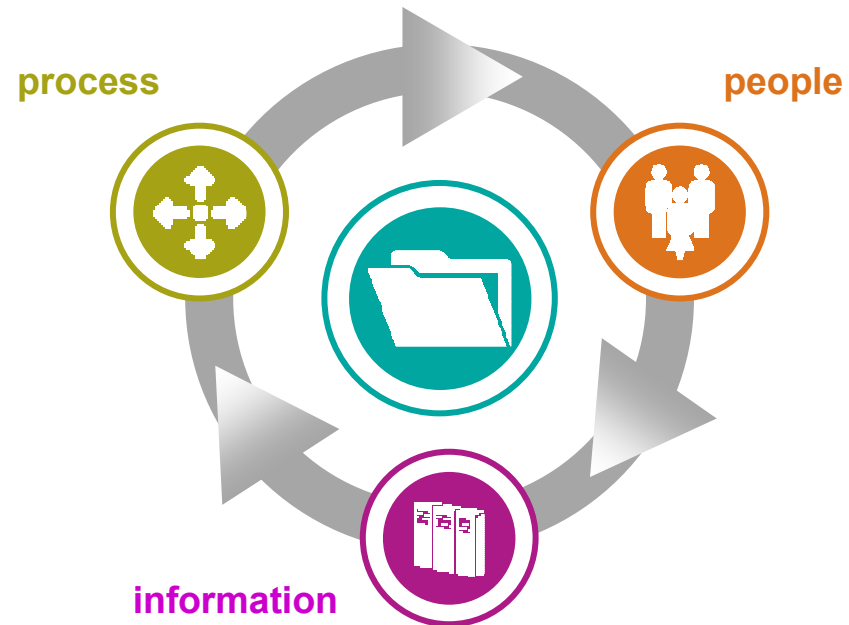


Activate content to improve case outcomes

Achieve a 360-degree case view with information (content & data), dynamic tasks, collaboration, business rules and analytics

- Customers realizing substantial improvements in the effectiveness and efficiency of knowledge work
- Customers significantly shortening time-to-value with business-driven tools for building case solutions
- IBM Business Partners, GBS and IBM Software now offer array of industry-specific solutions

Only IBM offers comprehensive case and content-centric BPM capabilities that are **specialized** to facilitate better case outcomes



Leveraging all information, people and processes to realize new efficiencies and effectiveness

Case management exists in every industry

Banking

Energy and utilities

Government

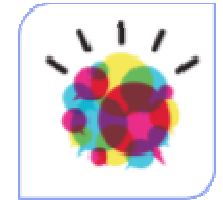
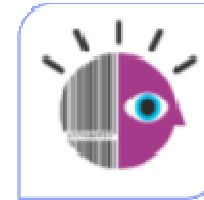
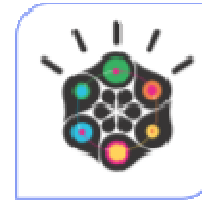
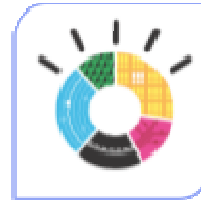
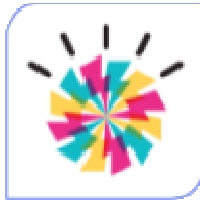
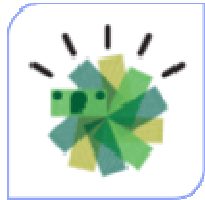
Healthcare

Insurance

Chemicals & petroleum

Retail

Telecom--munications



- Commercial / consumer lending
- New account origination
- Online brokerage account administration
- Investor servicing
- Mortgage processing
- Asset record certification and deficiency resolution

- Engineering project management
- Rate case submission management
- Pre-construction project management
- Emergency permit requests and processing
- Critical safety compliance management

- Administrative and trial court management
- Budgeting and planning
- Licensing
- Child support payment collections
- Citation management
- Fraud investigation
- Grant management
- Retirement administration

- Credentialing
- Electronic health record integration
- Patient financial services
- Release of information
- Health information management
- Patient records billing
- Medical records management
- Patient records management

- Claims processing
- Customer care
- New product development
- Policy management
- Complaints and appeals
- Healthcare enrollment
- New business
- Underwriting
- Wholesale insurance management

- Asset management
- Plant lifecycle management
- Engineering project management
- Document lifecycle control
- Critical safety compliance management
- CAD drawing management
- Workplace safety management

- Product Information
- Automated invoice processing
- Single view of customer
- Supplier management
- Records Management
- Contracts management
- Customer service

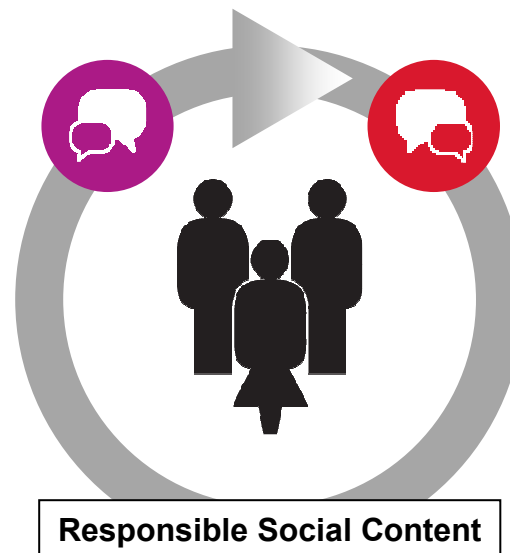
- Subscriber contracts
- MNP
- E-billing
- Voice of Customer Analysis
- Confirmation letters
- Customer service
- Regulatory compliance
- New product introduction

Socialize content in context

Leverages familiar desktop applications to author, share, and collaborate on content anywhere

- Connect the right social content with the right people and processes
- Derive business insight from unstructured social content
- Collaborative, open document creation and management

Only IBM enables organizations to connect the right people, knowledge and skills with content in a single platform, providing **content intelligence anywhere**



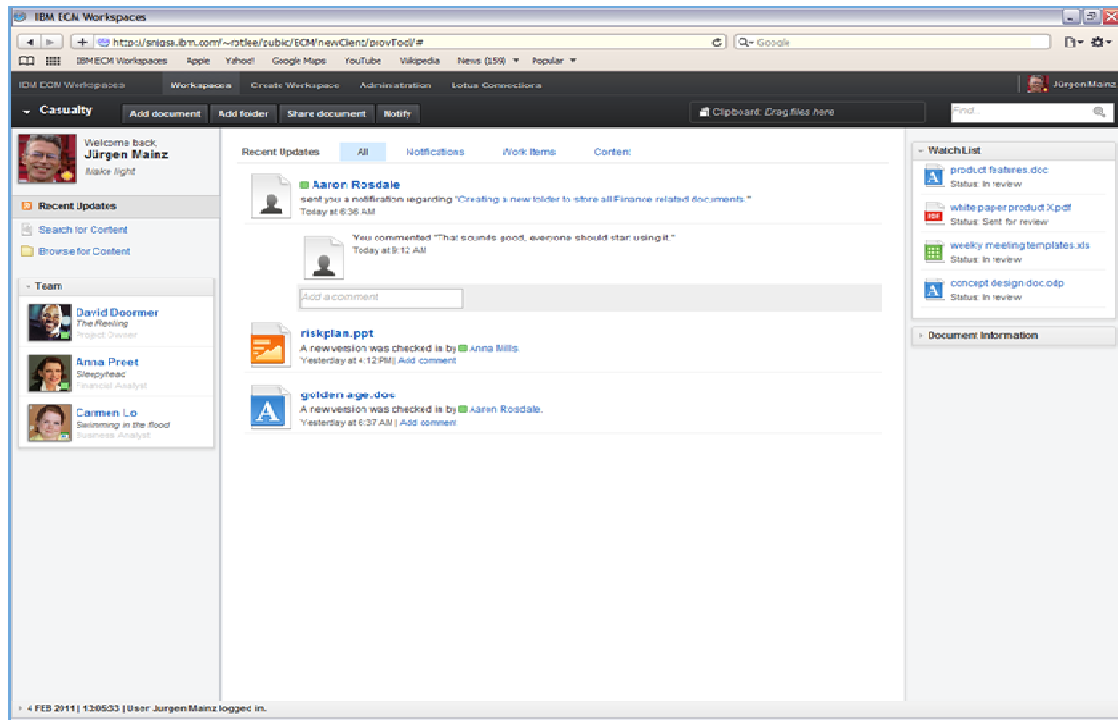
Incorporate internal and external communities with an open standard approach

Social content management solutions



Office document management

Social business tools with integrated ECM services



Expanded social content access

IBM Content Collector 3.0

Coming Soon!

New release of IBM's Content Collection and Archiving offering enhances existing capabilities - and adds support for IBM Connections!

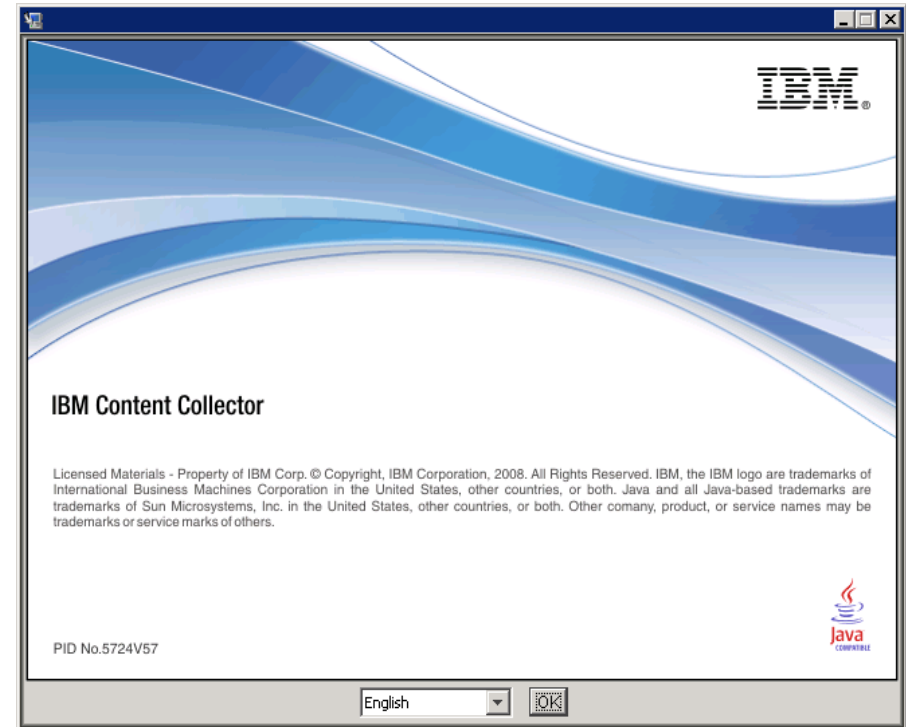
IBM Content Collector for Email

IBM Content Collector for File Systems

IBM Content Collector for SharePoint

IBM Content Collector for IBM Connections

Enable Value-Based Archiving across multiple sources – with common eDiscovery. Legal Hold Management, Retention Management....



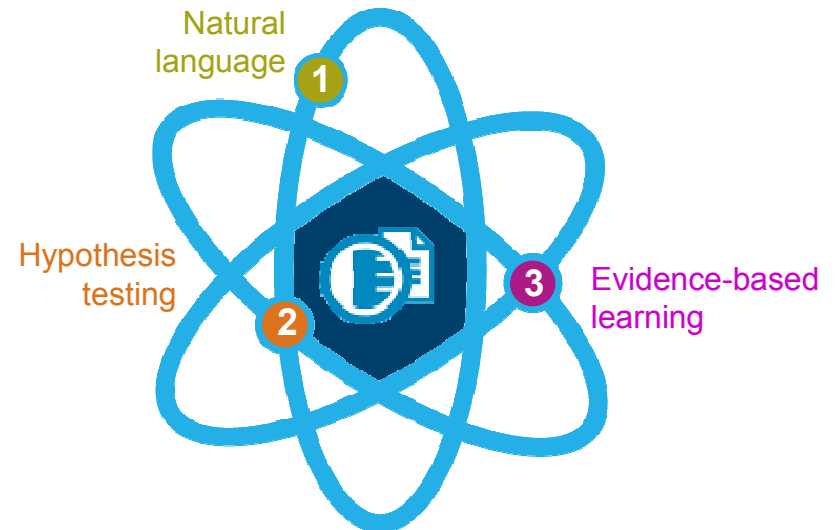
- 12+ years in market
- 2011 Gartner MQ & Forrester Wave “Leader”
- IDC 2011 Enterprise Archiving Market Share Leader
- 1000's of customers archiving millions of documents
- Not just email; Not just “straight through” processing

Analyze content to unlock critical insight

Derive new business insight rapidly by accessing, interpreting and analyzing unstructured content

- Derive 360-degree visibility, analysis and insight into content
- Search, assess and analyze large volumes of text in order to understand and determine relevant insight quickly
- Customize rapid insight to industry and customer specific needs

Only IBM brings together the technologies that define **the next generation of Smarter Analytics solutions** that can reason and learn



Moving your organization from search to discovery, from possibilities to probabilities, and from simple outputs to intelligent options

IBM Content Analytics 3.0

Coming Soon!

New release of IBM's Content Analytics offering – integrates enterprise search!

Merging of search and analytics

Big Data analytics

Sentiment analytics

Contextual View

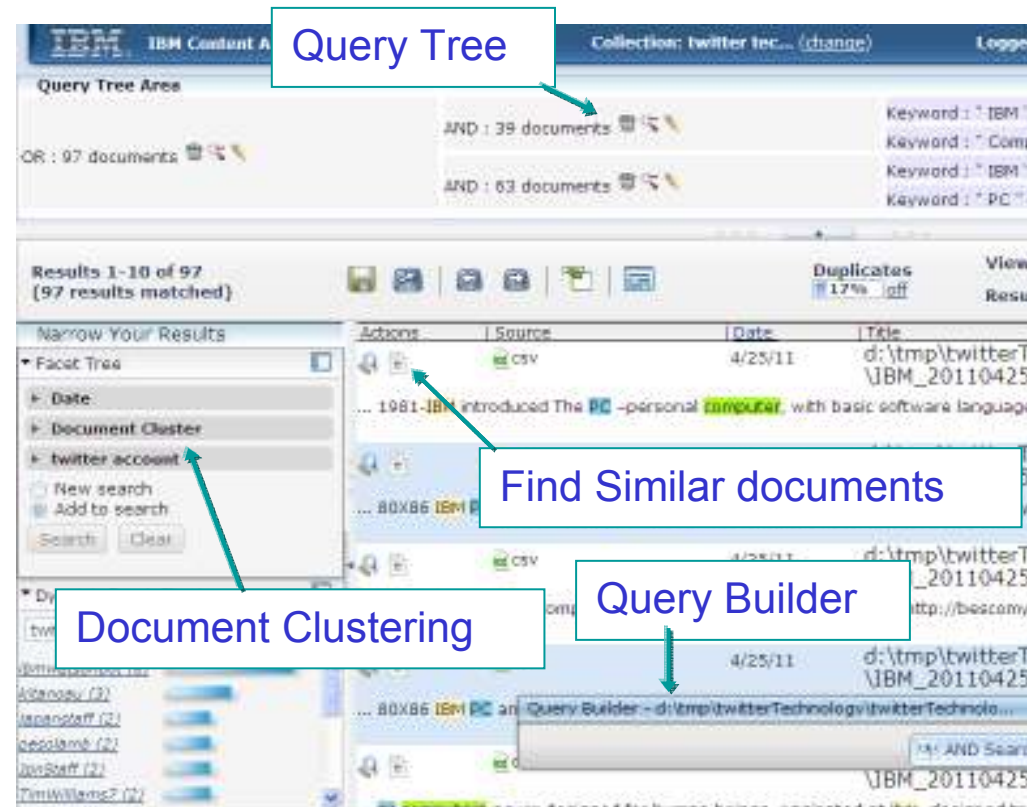
Usability improvements

Enterprise Connectivity improvements

Content Analytics Studio improvements

Improved result ranking controls

...and more

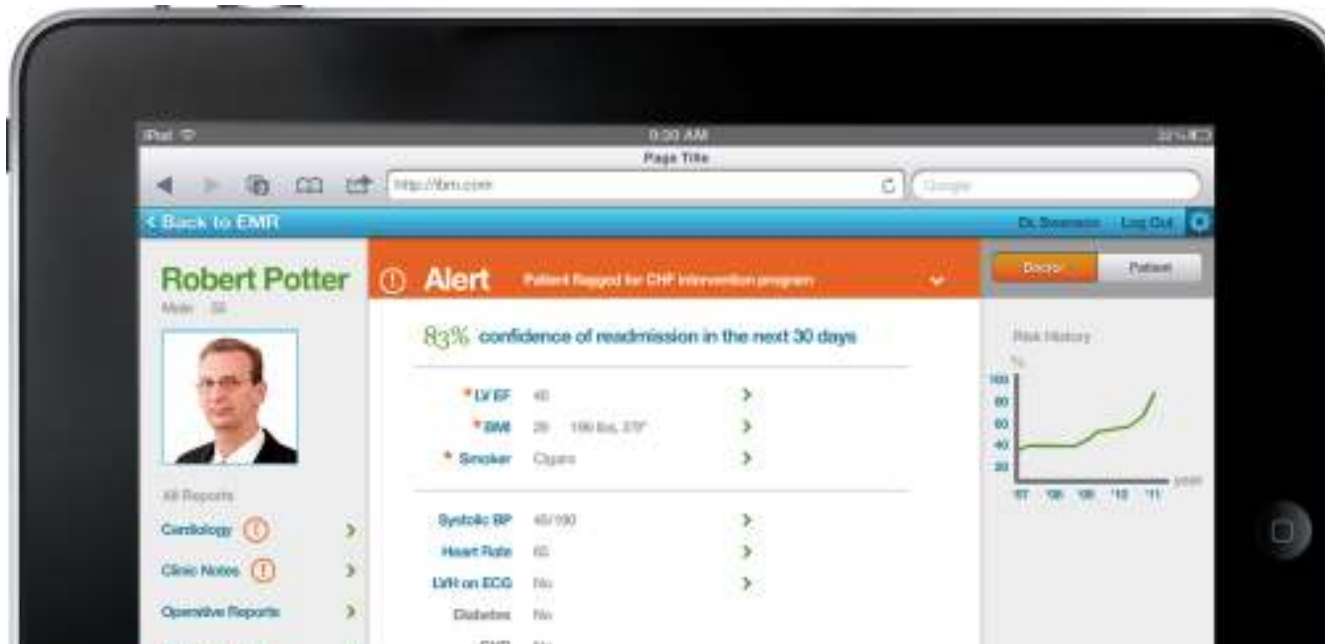


Healthcare Analytics solutions

IBM Content and Predictive Analytics for Healthcare

A synergistic solution to IBM Watson

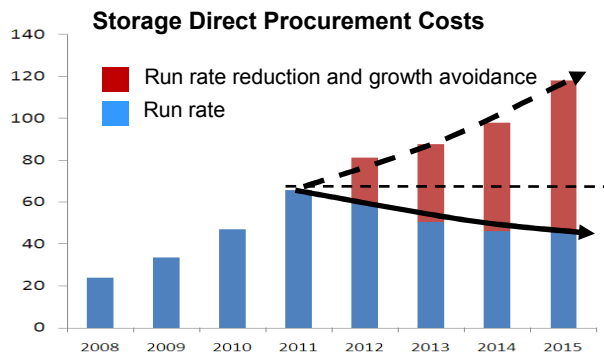
- Uniquely applying multiple analytics services to derive and act on new insights in ways not previously possible
- The first “Ready for Watson” solution ... designed to complement and leverage IBM Watson



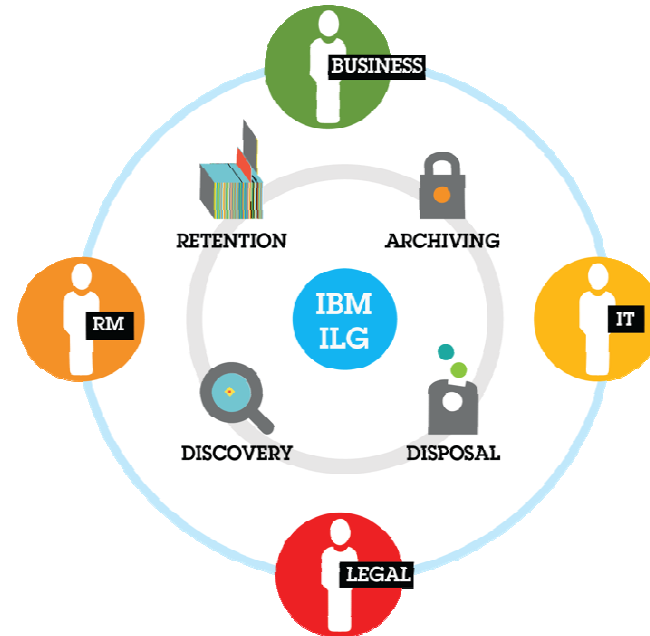
Govern content for reduced cost and risk

Know when information has lost its value and needs defensible disposal

- Unified value-based archival, retention, disposal and eDiscovery for both structured and unstructured data
- Efficiently comply with litigation and regulatory requirements
- Differentiator for companies that want to lower cost, complexity and risk



Only IBM enables customers to effectively retain and archive information, meet eDiscovery obligations, and defensibly dispose of information



Enabling you to go beyond solving the archiving problem to capturing new savings

Novartis reduces risks while saving money

Challenge

- Novartis required an efficient, defensible approach to retain information of business value or subject to regulatory requirement, preserve information needed for litigation and discard unnecessary information

Solution

- Novartis implemented IBM Global Retention Policy and Schedule Management to reduce litigation and compliance risk with defensible, routine disposal of unnecessary information

Results

- Ten-fold increase in ability to dispose of unnecessary information
- Lower litigation and regulatory compliance risk
- Lower cost with defensible, routine disposal of unnecessary data not needed for legal or business reasons



- Headquartered in Switzerland, Novartis International AG, through its subsidiaries, engages in the research, development, manufacture, and marketing of healthcare products worldwide.

“We kept almost everything. Over-retention is as big or bigger problem than under-retention for us. By keeping documents beyond their legal retention period, we increase our risk and our costs.”

—**Scott Bancroft**, group head of Information Governance and Management and chief information security officer, Novartis

IBM Smarter Content capabilities

